

Tennessee Department of Treasury



Outreach Representative (external wholesaler)

About the Department

The Tennessee Department of Treasury impacts the lives of Tennesseans every day. Treasury is responsible for many of the financial operations of state government, including managing more than \$50 billion in assets through its various investment programs. Treasury strives to serve all Tennesseans by helping to educate and enable them to make smart financial choices.

TNStars and ABL TN Outreach Representative Job Description

The TNStars Outreach Representative will market the State's TNStars® College Savings 529 Program and ABL TN Program through outreach efforts concentrated towards Tennessee-based financial advisors and corporate employers.

The TNStars Outreach Representative will be responsible for increasing participation in the TNStars and ABL TN programs by:

- Developing an expertise in 529 college savings plans and ABL programs in general as well as the key selling points that distinguish the TNStars and ABL TN programs from competitors
- Establishing and maintaining relationships with financial professionals and corporations through outbound calling, emailing and in-person meetings
- Conducting presentations and seminars
- Maintaining an organized database of financial professionals and corporate offices
- Conducting industry research and assisting with the development of marketing materials
- Frequent travel throughout the state of Tennessee (mainly day trips)

Qualifications

- Bachelor's degree from an accredited, four-year college or university required
- Financial industry experience desired
- Demonstrated relationship building skills
- Excellent oral and written communication skills

- Ability to learn quickly, demonstrate intellectual curiosity, and work in a self-directed environment
- Engaging and positive personality
- Ability to work independently and manage time and a travel budget efficiently
- Familiarity with Client Relationship Management (CRM) software desired
- Familiarity with 529 and 529A plans desired
- Must reside within Middle Tennessee

To apply, submit your resume to: Treasury.Resumes@tn.gov

The State of Tennessee is an Equal Opportunity Employer.
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